

MORGAN C. MERRILL

Morgan C. Merrill | Los Angeles, CA | 310-210-9715 | m@morganmerrill.co | [LinkedIn](#) | morganmerrill.co

DIGITAL MARKETING PROFESSIONAL

MARKETING STRATEGY & PLANNING | INTEGRATED CAMPAIGNS | TEAM BUILDING

FREELANCE DIGITAL MARKETING, STRATEGY, AND CONSULTATION | 2011 - PRESENT

Collaborate closely with various companies to devise and implement comprehensive marketing strategies, encompassing social media management, content strategy and creation, long-form blog articles, data analytics, and project management. Expertise includes audience segmentation, paid media campaigns, video editing, web development, and the optimization of workflow pipelines/automations, catering to the diverse needs of clients and brands across multiple sectors.

FULL-TIME / CONTRACT VICTORY PERFORMANCE AND PHYSICAL THERAPY | MARKETING DIRECTOR | APR 2023 - FEB 2024 | Culver City, CA

- Achieved a 39.53% increase in new lead generation, significantly contributing to a 16.84% rise in revenue within the first seven months.
- Designed and implemented comprehensive sales and marketing workflows to automate and monitor user journeys across all stages, including lead acquisition, nurturing, winback, client onboarding, initial sales contact, and post-evaluation follow-ups.
- Significantly enhanced organizational productivity by developing and implementing innovative workflows. This initiative automated previously manual front-of-house operations, streamlining processes and improving efficiency across the board.
- Successfully spearheaded the launch of a Meta awareness advertising campaign, achieving outstanding results with a lifetime Cost Per Click (CPC) of \$0.22 and a Click-Through Rate (CTR) of 5.62%. This strategic initiative successfully attracted 17.5k new, local visitors to the website, significantly boosting online visibility, engagement, and SEO.
- Crafted and implemented a comprehensive analytics framework to systematically generate weekly, monthly, quarterly, and annual reports. This framework meticulously tracked key marketing and sales metrics, providing actionable insights for both operations staff and leadership to inform strategic decision-making and performance optimization.

BINDLE SYSTEMS | DIGITAL MARKETING DIRECTOR (CONTRACT) | NOV 2021 - FEB 2022 | Remote

- Engineered and led comprehensive multichannel marketing initiatives, leveraging a blend of social media (both paid and organic), display advertising, email marketing, and web strategies to maximize outreach and engagement.
- Optimized customer checkout automation and spearheaded multichannel marketing strategies for a proof-of-health application developer. This app facilitated secure verification of health statuses for employees and clients at businesses and venues. By integrating blockchain technology, the app ensured the utmost security of users' personal health data, demonstrating a groundbreaking approach to privacy and health verification in public and private sectors.
- Oversaw the complete lifecycle of paid acquisition campaigns, from initial concept and strategic planning through to execution, and detailed performance analysis. This comprehensive management role encompassed budget allocation, creative development, channel selection, and the synthesis of insights into actionable reports, ensuring each campaign's success and ROI optimization.
- Spearheaded the overhaul and continuous enhancement of the company's website, collaborating closely with senior executives and a dedicated team of designers. This effort involved coordinating the creation of compelling content, copywriting, and the development of web assets, ensuring the site effectively represented the brand and engaged the target audience.

GENERATION ESPORTS | DIRECTOR OF MARKETING | SEPT 2019 - MAY 2021 | Remote

- Established the marketing department from scratch for a leading full-service esports company, focusing on fostering scholastic gaming communities and highlighting the positive influence of esports in educational settings. This involved crafting and overseeing the annual marketing strategy and budget, ensuring the organization's mission and community-building efforts were effectively communicated and supported through targeted marketing initiatives.
- Consistently surpassed marketing Key Performance Indicators (KPIs), achieving a remarkable 41% increase in revenue per user, a 375% boost in gross revenue, and a staggering 1,500% rise in impressions year-over-year from 2019 to 2020. This outstanding performance was instrumental in securing a successful \$10.8M Series A funding round, demonstrating the tangible impact of marketing efforts on the company's growth and investment attractiveness.
- Expanded the marketing department by strategically hiring five direct reports, which also played a pivotal role in achieving Series A fundraising objectives. This growth enabled the production of strong performance metrics and consistently exceeded investor expectations, contributing significantly to the company's success and financial milestones.
- Led the strategic marketing direction for a portfolio of brands within the esports sector, including High School Esports League, Middle School Esports League, Generation Esports, and Parks & Recreation Esports League.

Managed and coordinated cross-brand strategies to maximize market impact, foster community engagement, and enhance brand visibility across diverse gaming demographics and educational sectors.

- Dramatically increased Twitch engagement by enhancing the streaming strategy, resulting in a 61% rise in hours watched and a 352% increase in average viewership. This achievement was driven by a holistic approach that included talent acquisition, the development of creative elements, meticulous planning of the streaming schedule (run-of-show), and fulfilling partner commitments, significantly boosting the platform's visibility and audience engagement.
- Pioneered a new revenue stream through the strategic development of livestream content, integrating pre-roll ads, mid-roll ads, caster reads, and strategic logo placements. This approach not only diversified income sources but also enhanced viewer engagement and sponsor value.

WALMART GLOBAL TECH: LIQUIDSKY | HEAD OF COMMUNITY | AUG 2017 - SEPT 2020 | Hoboken, NJ

- Oversaw the community experience for a cloud gaming application by conducting in-depth analysis of community feedback. Generated comprehensive reports to inform and recommend product enhancements and procedural adjustments, ensuring continuous improvement and alignment with user expectations.
- Crafted engaging and diverse content tailored for social media platforms, including Facebook, Twitter, YouTube, Instagram, and Twitch. This content ranged from dynamic videos and eye-catching ads to culturally relevant memes and in-depth blog articles, significantly enhancing online presence and audience engagement.
- Recruited and directed a global team of six community moderators to ensure around-the-clock moderation and management of audience interactions on Discord and company forums, aiming to maintain a positive and engaging community environment.
- Orchestrated the influencer marketing strategy and campaigns, nurturing strong connections with key influencers to maximize brand exposure. Successfully coordinated seven-figure marketing campaigns for major product launches, featuring partnerships with high-profile YouTubers such as Ninja, TimTheTatman, and Markiplier, significantly amplifying campaign reach and impact.
- Contributed significantly to a major product launch, taking charge of location scouting and steering the creative direction. This pivotal role ensured the selection of ideal venues and the development of a creative concept that aligned with brand values and launch objectives, laying the foundation for a highly successful introduction to the market.

1-800-FLOWERS | ONLINE MARKETING MANAGER | OCT 2014 - AUG 2017 | Long Island, NY

- Managed comprehensive social media marketing and organic acquisition initiatives for one of the nation's top floral and confectionery retailers and distributors. This role involved strategizing, executing, and optimizing campaigns across various social media platforms to enhance brand visibility, engagement, and customer acquisition.
- Led the coordination of monthly enterprise-wide social media strategy discussions, acting as a key consultant for eight distinct brands under the corporate umbrella. This role involved sharing best practices, insights, and strategies to enhance social media presence and effectiveness across the broader enterprise.
- Directed the Social Monitoring team, comprising 15–20 corporate members, to meticulously monitor all social media for customer service inquiries, especially during peak holiday periods. This included handling sensitive white-glove inquiries from celebrities, influencers, and other high-profile personalities, ensuring top-tier customer service and engagement.
- Successfully completed the prestigious Emerald Program, being hand-selected as part of a group of future leaders from across the enterprise, recognizing potential for significant impact and leadership within the organization.
- Revolutionized the brand's content viewing process by transitioning from highly edited product photos to leveraging authentic and visually appealing user-generated content (UGC) sourced from fans and influencers. This strategy enhanced the brand's relatability and engagement with its audience, showcasing genuine experiences with the product.

ADDITIONAL EXPERIENCE

SPIRITHOODS | SOCIAL MEDIA MANAGER | JAN 2011 - FEB 2012 | Los Angeles, CA

TALK NERDY TO ME LOVER | CO-EDITOR | JAN 2010 - JAN 2012 | Los Angeles, CA

SKILLS

- Demonstrates exceptional proficiency in a broad spectrum of digital tools and platforms essential for contemporary marketing and customer relationship management. This includes advanced skills in various CRMs (Customer Relationship Management systems), analytics platforms, social media management tools, website development platforms, and project management applications. Key proficiencies include GoHighLevel, Drip, Asana, utilization of AI tools like ChatGPT, creative design with Canva, workflow automation via Monday and Zapier, email marketing with ActiveCampaign and HubSpot, data analysis through Google Analytics/Tag Manager, and expertise in Microsoft Office Suite. Additionally skilled in leveraging social media platforms (Twitter, Facebook, Instagram, Pinterest, Snapchat, Tumblr, TikTok, Discord) and website builders (WordPress, Squarespace, Blogger), ensuring a versatile and comprehensive approach to digital marketing and online engagement.
- Possesses a strong suite of soft skills essential for modern leadership and team dynamics. Excels in facilitating effective communication across various departments, ensuring cohesive operations and strategy alignment. Adept at mentoring and developing team members, fostering a culture of growth and continuous improvement. Demonstrated leadership qualities, guiding teams through complex projects and challenges with a focus on collaborative success. Skilled in building and nurturing team environments where diverse talents converge to achieve collective goals, embodying the principles of inclusivity, motivation, and shared vision.

EDUCATION

BACHELOR COURSEWORK IN BUSINESS ADMINISTRATION | PURDUE UNIVERSITY GLOBAL

BACHELOR COURSEWORK IN MARKETING & COMMUNICATIONS | SUNY EMPIRE STATE COLLEGE